

Positive Alternatives 2015-16 Quarterly Update

Grantee: Pregnancy Choices Lifecare Center

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Goal: To provide positive alternatives to abortion for pregnant and parenting women in Minnesota

For the period: 07/01/2015-09/30/2015

Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
Administrative Activities	Provide initial training to grant staff, with ongoing guidance and supervision; complete grant forms; attend required grant meetings; track grant budget		All grant meetings attended as required. Grant budget tracked on a monthly basis. Staff meetings occur regularly every week. Jeanette to provide new financial spreadsheet to track down to the penny.	
Outreach	Develop advertising and/or publicity program to promote center and increase capacity		Increase in blogging on our website to once per week. We are also updating our donor website. Ran internet radio campaign on KDWB this summer to attract more abortion vulnerable clients.	
Case Management Services	Provide follow-up for clients testing positive for pregnancy; provide Social Worker and Nurse contacts as needed	70	This represents the number of clients who are participating in our Baby and Me program during this quarter. Each comes for multiple visits which is counted in this number. We also add in the number of positive tests for the quarter.	122
Crib Distribution/ Sleep Safety Education	Provide assistance with crib applications and distribution; provide sleep safety education	25	This represents the number of clients who graduated from our 8 week Baby and Me Program. All receive safe sleep training but not all choose a crib or pack and play for their incentive.	19

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Education Assistance	Provide assessment and education on furthering education; Provide community resources; partner qualified clients with live in programs that support further education	12		12
Employment Assistance	Provide assessment and education on employment; provide community resources for employment	12		12
Financial Assistance	Provide assistance in applying for financial assistance; provide direct assistance through distribution of gas and food cards and clothing in incentive learning program	40	This number represents the clients who are enrolled in Baby and Me plus the number who attend the Baby and Me post baby classes which they can take once a month. We had 35 visits this quarter from moms taking advantage of our post baby group class.	157
Housing Assistance	Assist clients in exploring housing options in the community; provide computer to clients to enable their housing searches	10		10
Nutrition	Provide prenatal vitamins and healthy nutrition information	40	Our positive tests were down a bit for the quarter than what we would expect to see.	37

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Parenting Education	Provide assessment for family needs and parenting education on topics; provide community resources for food, clothing, shelter	70		157
Pregnancy Education	Provide education to foster healthy pregnancy outcomes	40		51
Pregnancy Testing	Provide assessment for program eligibility including pregnancy testing and options life coaching	40	Slight decrease in pregnancy tests for this quarter as opposed to previous quarters. Tends to be slower in the summer months in terms of testing.	51

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	12
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	9
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	21
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	21

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	9
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	12

Challenges: Our Spanish speaking coach decided to pursue other employment so that was a loss for our center. We are posting for a new Spanish speaker to help us with our Hispanic population which makes up about 33% of our client base. We anticipate that by the time we hire and train this person it will be approximately 6 months before this aspect of our business is fully up and running.

Comments: Looking into some internet advertising for this quarter. Abortions in our area are up in 2014 as compared to 2013 (MDH Abortion report July 2015). Our main challenge is to use marketing to target women who are actively seeking abortions in our area.